



3 NUTRITION SERVICES

Effective: 12/1/95

3.2 Nutrition Services Planning and Evaluation: WIC Project Nutrition Education Plan

Revised: 6/01/06

Changes in Bold

POLICY: A WIC Project Nutrition Education Plan that addresses nutrition education and meets the USDA requirement for an annual local agency nutrition education plan is required. The purpose of the plan is to help local agencies plan and evaluate nutrition and breastfeeding activities. The plan may be annual or multi-year (up to 5 years), but a multi-year plan must be updated annually. The plan needs to address nutrition education and include at least one nutrition objective (which may, but does not have to, address breastfeeding). **Refer to Policy 3.40 (Breastfeeding Promotion and Support) for information on goals and objectives for breastfeeding.** Plans must be submitted electronically. Additional information and guidance regarding the plan will be provided by the State WIC Office.

The components of the Plan include goal(s), objective(s), basis for selection of objective(s) and baseline(s), action steps, completion date(s) and personnel responsible for action steps, and evaluation [progress on action steps and objective(s)].

The selection of the goal(s) and objective(s) is based on a needs assessment that includes, but is not limited to, the use of WIC nutrition reports with outcome and process data that are produced by the ADP system. Local WIC agencies' outcome data can be compared to state averages, goals, and "needs improvement" levels. These outcomes, and the "needs improvement" ranges, include: breastfeeding incidence **(percentage of infants of mothers on WIC prenatally who were breastfed at least once)** <40%, age off bottle **(percentage of children still using the bottle at 19-59 months of age)** >30%, hemoglobin/hematocrit improvement **(infants and children whose hemoglobin/hematocrit was low and has improved since last certification)** <60%, introduction of solids and juices **(percentage of infants of mothers on WIC prenatally who were introduced to solids/juices at or after 4 months of age)** <40%, secondary nutrition education contacts **(percentage of participants recertified in last 6 months who received the recommended number of contacts)** <40%, and prenatals enrolled in first trimester <35%. Projects that have a nutrition outcome(s) in the needs improvement range for two or more consecutive ADP report periods in the same calendar year must address this outcome(s) in their plan.

A carefully thought out plan is the template for evaluation and subsequent adjustment of efforts. In addition, the plan provides documentation of successful nutrition and breastfeeding intervention strategies, which improve outcomes. Local agencies are encouraged to integrate their plan into other agency plans. The State WIC Office will use the plans to identify and evaluate nutrition and breastfeeding activities, share successful plans and develop statewide nutrition and breastfeeding plans.



PROCEDURE:

A. REQUIRED ACTIONS

1. A new or updated Plan, developed per State directions, is due March 31st of each year. Plans must be submitted electronically.
2. During April and May, the Regional Office Nutrition Consultant or the Milwaukee County WIC Office Nutrition Consultant will review evaluations and plans, and contact the WIC Project, as needed, if revisions are needed. The Regional Office Nutrition Consultant or Milwaukee County WIC Office Nutrition Consultant will forward final approved plans to the State WIC Office by May 31st.
3. An evaluation of progress or the results of the plan is due to the Regional Office Nutrition Consultant or Milwaukee County WIC Office Nutrition Consultant by March 31st.

B. RECOMMENDED ACTIONS

1. Use the plan process as an opportunity to gather input from local agency staff and plan activities that will benefit the local agency.
2. Review the final approved plan with local agency staff to assure implementation and accurate data collection.
3. Use the plan to document new and successful strategies that can be shared with other local agencies and the State WIC Office.

C. BEST PRACTICES

1. Integrate the plan into other agency plans.
2. Share appropriate components of plan with WIC partners, including other public and private organizations, and the media.